

## ORDER



**Orders**  
**Order / Rev:** 704564  
**Alt Order #:**  
**Product Desc:**  
**Estimate:**  
**Flight Dates:** 10/22/12 - 11/05/12  
**Original Date / Rev:** 08/06/12 / 08/29/12  
**Order Type:** Political

**WKYC**  
**Primary AE:** Denel Kizler  
**Sales Office:** WKYC  
**Sales Region:** LOC

**Agency**  
**Name:** Midwest Communications & Media/ PC  
**Buying Contact:**  
**Billing Contact:**  
 49 South Grant Ave.  
 Columbus, OH 43215

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Republican Senate Campaign Commit  
**Demographic:** A25-54  
**Product Codes:** PL-State/Local  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	55	\$102,450.00	\$87,082.50
10/29/12	11/05/12	66	\$125,700.00	\$106,845.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	55	\$102,450.00	\$87,082.50	0.00
November 2012	66	\$125,700.00	\$106,845.00	0.00
<b>Totals</b>	<b>121</b>	<b>\$228,150.00</b>	<b>\$193,927.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Denel Kizler			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
WKYC	35%	\$228,150.00
Market	100%	\$651,857.14

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	32%	\$208,594.29
WJW	29%	\$189,038.57
WOIO	4%	\$26,074.29
WUAB	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKYC	10/22/12	11/05/12	LN (M-Su)	CM	11P-1135P	MTWTFSS	:30	7	\$3,200.00	P-1	0.00	NM	15	\$48,000.00
Late News (M-Su)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTWTFSS	7		\$3,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
7	NKYC	10/22/12-10/28/12		LN (M-Su)		11P-1135P	MTWThFSaSu	:30		<del>(\$3,200.00)</del>		0.00	NM		
See MG 1.16															
[Prgm Change]															
16	NKYC	10/28/12-10/28/12		Post NFL News		Various	-----Su	:30		\$3,200.00		0.00	NM		
Ⓜ MG for 1.7 10/28															
Week:		10/29/12	11/04/12	MTWTFSS	7		\$3,200.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$3,200.00		0.00						

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Advertiser: Republican Senate Campaign Committee  
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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WKYC	10/22/12	11/05/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	MTWTF--	:30	5	\$650.00	P-2	0.00	NM	11	\$7,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--		5				\$650.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--		5				\$650.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$650.00		0.00			
N 3	WKYC	10/22/12	11/05/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	MTWTF--	:30	5	\$2,000.00	P-1	0.00	NM	11	\$22,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--		5				\$2,000.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--		5				\$2,000.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$2,000.00		0.00			
N 4	WKYC	10/22/12	11/05/12	M-F 7-9a Today Today Show	CM	7a-9a	MTWTF--	:30	5	\$2,000.00	P-1	0.00	NM	11	\$22,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--		5				\$2,000.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--		5				\$2,000.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$2,000.00		0.00			
N 5	WKYC	10/22/12	11/05/12	M-F 9-10a Today II Today Show II	CM	9a-10a	MTWTF--	:30	5	\$600.00	P-2	0.00	NM	11	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--		5				\$600.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--		5				\$600.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$600.00		0.00			
N 6	WKYC	10/22/12	11/05/12	Live On Lakeside Live On Lakeside	CM	11a-1230p	MTWTF--	:30	5	\$400.00	P-2	0.00	NM	11	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--		5				\$400.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--		5				\$400.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$400.00		0.00			
N 7	WKYC	10/22/12	11/05/12	M-F 5-6p Dr. Phil	CM	5p-6p	MTWTF--	:30	5	\$700.00	P-3	0.00	NM	11	\$7,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--		5				\$700.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--		5				\$700.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$700.00		0.00			
N 8	WKYC	10/22/12	11/05/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	MTWTF--	:30	5	\$3,200.00	P-1	0.00	NM	11	\$35,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--		5				\$3,200.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--		5				\$3,200.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$3,200.00		0.00			
N 9	WKYC	10/22/12	11/05/12	M-F 730-8p Entertainment Tonight	CM	730-8p	MTWTF--	:30	5	\$3,500.00	P-1	0.00	NM	11	\$38,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--		5				\$3,500.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--		5				\$3,500.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$3,500.00		0.00			
N 10	WKYC	10/22/12	11/05/12	Tonight Show Tonight Show	CM	1135p-1237a	MTWTF--	:30	5	\$2,000.00	P-1	0.00	NM	11	\$22,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--		5				\$2,000.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--		5				\$2,000.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$2,000.00		0.00			
N 11	WKYC	10/22/12	11/05/12	EN (M-Su) Early News (M-Su)	CM	M-F 6-730pm/SS	-----SS	:30	2	\$1,800.00	P-3	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----SS		2				\$1,800.00		0.00			
		Week: 10/29/12	11/04/12	-----SS		2				\$1,800.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$0.00		0.00			
N 12	WKYC	11/01/12	11/01/12		CM	10-11p	---T---	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Thu Prime C Rock Center															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---T---			1		\$5,000.00		0.00				
N13	WKYC	10/22/12	11/05/12	Sat Prime A 8-9p	CM	8-9p	-----S-	:30	1	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S-			1		\$1,200.00		0.00				
Week:		10/29/12	11/04/12	-----S-			1		\$1,200.00		0.00				
Week:		11/05/12	11/11/12	-----			0		\$0.00		0.00				
													Totals	121	\$228,150.00